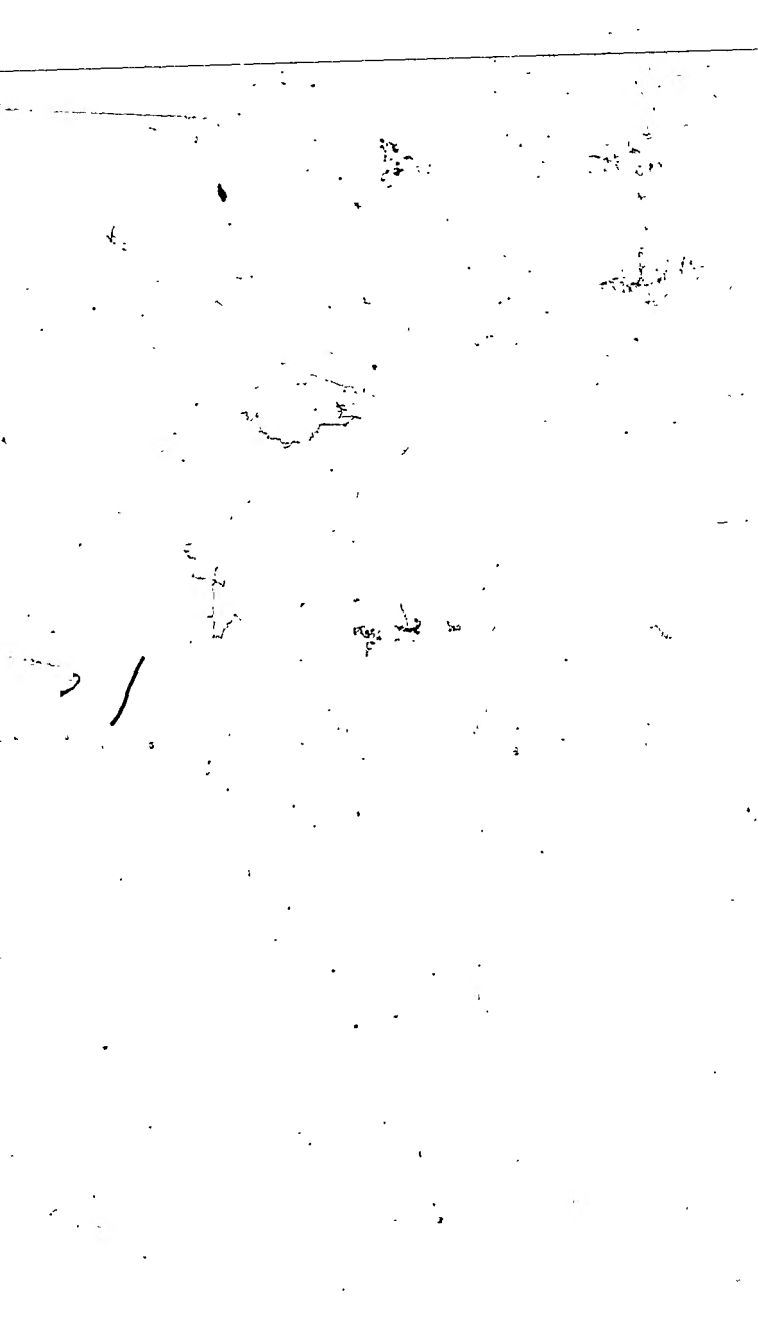


Edmonton

Opportunities



Turn

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1906

**Food
for
Reflection**

63.4.5/8

THE EDITOR of one of Canada's leading trade publications, after some time spent in carefully studying conditions on the spot, wrote in his paper :

"Will the Eastern Canada manufacturer be wiser than was the Eastern Canada farmer from 1885 to 1900? Just as insistently as the west called to the east for settlers it is now calling for manufacturers, and with stronger claims, for while there is still plenty of land for the newcomer, the manufacturing trade, once secured, will be held, and those that get in now will grow with the country.

* * * * *

Edmonton presents strong claims upon the serious attention of the eastern manufacturer and it remains to be seen whether he will profit by the lesson of the last two decades, or whether he will wait for the American manufacturer, with his optimistic aggressiveness, to show him the way. Does the Eastern Canada manufacturer also lack faith? The next two years will answer the question.

* * * * *

American faith in the future of Western Canada is growing stronger every day and there is nothing more sure than that if the Canadian manufacturer does not soon awaken to his opportunities, American capital will very shortly build large factories in the farthest west.

People will not forever be content to send 2,000 miles east for their goods, and the manufacturers who first commence to supply Alberta with goods "made in Alberta" will be apt to secure and hold the Alberta trade. The market is already a large one, but it is only in its infancy. A generation from now it is more than likely that the population west of the lakes will be larger than the population east and the western market will be larger than the eastern. Will it be served by Canadian manufacturers who have established their factories in the west or will it belong to the alert Americans?

* * * * *

One thing is certain, industries Edmonton must and will have; whether Canadian or American remains to be seen."

Following are some of the advantages Edmonton has to offer :



TRANSPORTATION FACILITIES

In operation. Canadian Pacific Railway, connecting with points south, east and west.

Canadian Northern Railway affording connection eastwards.

Under Construction. Grand Trunk Pacific will run trains into Edmonton from the east within twelve months.

Canadian Northern branches opening new country to west and north. Will be in operation this fall.

In prospect: construction assured. Grand Trunk Pacific and Canadian Northern lines from Edmonton to the Pacific coast.

Edmonton is therefor assured of ample means of distribution to its immediate territory, as well as facilities for the exchange of commodities with the outside world, superior to those of any other point of western Canada with the one exception of Winnipeg.

CHEAP POWER

The Edmonton Coal Fields are practically inexhaustible. They are known to extend along the river for a distance of at least twenty miles. They are known to extend back from the river for a distance of at least fifteen miles.

At least four seams usually occur before a depth of 250 feet is reached. These seams vary from 3 to 14 feet in thickness. As these seams are so near the surface, and of a thickness to permit easy working, coal can be mined at a minimum of cost.

Edmonton Coal is high grade, and has proved exceedingly satisfactory for domestic and steam purposes.

ANALYSIS OF EDMONTON COAL

ANALYSIS FURNISHED BY THE PROVINCIAL INSPECTOR
OF MINES FOR ALBERTA

Moisture	-	-	-	10.4
Volatile	-	-	-	34.2
Fixed Carbon	-	-	-	51.4
Ash	-	-	-	4.0
				<hr/>
				100.0

RAW MATERIALS AVAILABLE

Produced in the district

Hogs. Conditions ideal for the production of immense quantities of highest quality bacon hogs. Luxuriant natural pasture, and climatic and soil conditions particularly favorable to the production of cultivated pasture; big crops of barley; dairy waste. All farmers in the mixed farming country extending for many miles on all sides of Edmonton, keep hogs. In three years time this district will contain ten thousand farmers. Under reasonably stable market conditions—such as would be provided by the establishment of extensive packing plants—these farmers would each market annually from ten to three hundred hogs. An average of twenty-five would be a low estimate; but this would mean a quarter of a million hogs a year, or about eight hundred for each working day.

Beef. Nearly every farmer in the Edmonton district is raising cattle. Both the number of farms, and the number of cattle kept on each farm, is constantly increasing.

There is ample raw material to supply a very extensive packing plant, with allied industries such as soap works, tannery, glue factory, etc.

Raw Materials Available (cont.)

Cereals. Best oats in the world.

Any variety of wheat. Hard for flour; soft for cereal foods, biscuits, etc.

Barley of high grade for malting or milling.

Flax seed for linseed oil, etc.

Timber. Enormous supplies along the Saskatchewan and its tributaries; and other areas will be reached by railways running out of Edmonton.

Spruce and tamarac for milling; spruce, poplar, cottonwood, etc., for pulp wood.

Clay for bricks, tiles, etc., is found in abundance along the flats on both sides of the river.

Wool. Sheep do exceedingly well throughout Alberta, and many car loads of wool are each year shipped to eastern factories, to come back made into blankets, yarn, socks, underwear, etc.

Edmonton is the largest consuming market in the West for these goods, many thousand pairs of blankets alone being brought in each season by Edmonton houses for distribution in the great tributary territory.

RAW MATERIAL

which could be imported to advantage

Hardwood from Southern States and Australia, for manufacture of furniture, etc. Much of the oak now used in eastern factories is now imported. Freight direct to Edmonton is much less than to Eastern centres, plus the rate on the finished article from eastern manufacturing centres to Edmonton, which is \$1.68 per 100 lbs.

Cotton Goods for manufacture of overalls, working shirts, etc. Ducks, denims, shirtings, etc., come in at fourth class rate of freight. The finished garments pay first.

Sugar for manufacture of Confectionery. Sugar costs at Edmonton only 35 cents per 100 lbs. over price in Montreal. Freight rate on confectionery in car lots from eastern centres to Edmonton is \$1.68 per 100 lbs ; freight on tare makes it about \$2.00.

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MARKETS

Edmonton is the recognized business centre for that portion of the Province of Alberta lying north of a line drawn through Red Deer, consisting of about 300,000 square miles, and con-

Markets (cont.)

taining a present population of about 95,000, but which is ~~increasing~~ at the rate of approximately 20 per cent. per year.

This territory contains 150 post office and 65 towns and villages, and approximately 750 retail stores.

At the present time there are 426 miles of railway within this territory; and that mileage is likely to be doubled within the next two or three years, when scores of new towns and villages will spring up along the new lines.

Here then is an enormous consuming market right at our doors, which Edmonton should be able to control. In addition, the vast unorganized territory to the north is entirely dependent on Edmonton for supplies. The neighbouring provinces of British Columbia and Saskatchewan should be very good customers for many of Edmonton's industrial products.

For such products as can be sent abroad, Edmonton's position is a favorable one. Freight on such products as cured meats, cereal foods, etc., from Edmonton to Liverpool, are but little over rates from eastern industrial centres; while for Oriental trade, Edmonton's position is a commanding one.

ALBERTA'S PROGRESS IN AGRICULTURE AND DAIRYING

AS SHOWN BY RETURNS OF THE PROVINCIAL
DEPARTMENT OF AGRICULTURE

GOVERNMENT CREAMERIES

	No. of Patrons	Output	Value
1901	463	261,498 lbs.	\$50,272
1905	1,291	813,430 lbs.	\$170,671

Of the 1905 output, 676,612 pounds, or 83 per cent., was produced between Edmonton and Innisfail, 115 miles to the South. In the same territory there are some fifteen creameries operated under private management, the output of which is not included in these returns.

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GRAIN PRODUCTION

	1898	1905
Wheat - -	792,417	2,306,524 bushels
Oats - -	1,734,197	9,514,180 "
Barley - -	279,826	1,773,914 "
Total -	2,806,440	13,594,618 "

Grain Production (cont.)

Of the 1905 crop, the Edmonton district produced—

Wheat	Oats	Barley	Total
1,083,991	5,929,280	1,218,579	8,231,840 bus.

Or about 61 per. cent. of the entire crop of the province,—Much the greater part of this yield was from country in the immediate vicinity of Edmonton.

x

**AVERAGE GRAIN YIELD PER ACRE
FOR 1905**

	Province of Alberta	Edmonton District
Spring Wheat	- 20.69	24.31 bushels
Winter Wheat	- 21.05	24.68 ,,
Oats	- 35.67	38.55 ,,
Barley	- 26.50	26.53 ,,

There is every indication that these yields will be considerably exceeded, in the Edmonton district, by the crop of 1906.

*These yields are by measure. As Edmonton oats weigh from 40 to 46 lbs. per measured bushel, the actual yield by weight was approximately 48 bushels.

CIVIC CONDITIONS FAVORABLE

All public utilities are owned and operated by the city.

The city is prepared to furnish electric power, as well as water and light to approved industries at the cost of production. Steps are now being taken by the city to develop coal deposits immediately beside the power house. When this work is completed it is expected that coal can be delivered to the power house at a cost of about 75 cents a ton—probably the cheapest coal in the Dominion.

The city authorities now have under consideration a proposition under which it is hoped that industrial sites will be available on terms exceedingly satisfactory to prospective manufacturers.

Rate of taxation is low. In 1904 rate was 15 mills; in 1905 16 mills. Rate for 1906 is not yet struck, but is expected to be low.

Valuation for assessment purposes is made on land values only. Improvements are not considered.

Edmonton has a highly efficient system of fire protection, and the city has been singularly

Civic Conditions Favorable (cont.)

free from fires in consequence. The Board of Underwriters has made a base rate of 95 cents; but as the result of improvements to the fire protection service now under contemplation, that will be reduced to 75 cents.

**PROGRESS OF EDMONTON IN
FIVE YEARS**

	1901	1906
Population - - - - -	2,652	11,534
Number of Chartered Banks -	2	11
Loan Corporations - - - -	—	4
Public School Buildings - -	2	5
Churches - - - - -	5	12
Miles of Sidewalks (plank) about	5	41
" " (Granolithic)	—	4.2
Miles of Sewers, completed and under construction - - - -	—	21.8
Miles of Watermains, completed and under construction - -	—	20.8
Miles of Streets Graded, about -	5	16

Progress of Edmonton In Five Years

(cont.)

	1905	1906
		To Aug. 30
Building Permits Issued -	\$801,000	\$1,300,000
Customs Duty Collected -	57,994	104,416
Foreign Mail parcels handled - - - -	6,450	12,079
Foreign Express parcels handled - - - -	1,277	2,347

The percentage of increase in population in Edmonton during this period as shown by the census, is greater than that shown for any city in Canada, either for this or any other similar period.

The percentage of increase in all incorporated towns and villages in the Edmonton district is greater than is shown for any other district in the Dominion.

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BANK CLEARINGS

Edmonton Clearing House organized on July 1st, 1906, has shown weekly clearings approximating three quarters of a million placing Edmonton in twelfth or thirteenth place among the cities of Canada.

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